

Message Text

UNCLASSIFIED

PAGE 01 CANBER 05620 170909Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----056096 171834Z /46

R 170706Z JUL 78
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 3807
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS CANBERRA 5620

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJ: THIRD QUARTER FY 78 CCP REPORT

REF: CANBERRA 02719

1. ALTHOUGH SLUGGISH AUSTRALIAN ECONOMY POSES PROBLEMS IN SOME AREAS, IMPORT LEVELS REMAIN RELATIVELY HIGH IN REAL TERMS, AND DEPRECIATION OF U.S. DOLLAR PLACES U.S. IN FAVORABLE POSITION TO INCREASE ITS OVERALL MARKET SHARE. CAMPAIGNS HAVE BEEN GENERALLY ACTIVE, AND THERE HAS BEEN A PARTICULARLY HIGH LEVEL OF NON-CAMPAIGN ACTIVITY, MUCH OF IT RELATING TO TRADE POLICY AND AUSTRALIAN PROTECTIONISM.

2. COMMENTS ON INDIVIDUAL CAMPAIGNS ARE AS FOLLOWS:

A. CAMPAIGN 1 - VISIT U.S.A.
ALL ACTIONS SCHEDULED FOR QUARTER WERE UNDERTAKEN, INCLUDING ACTION 5, WHICH WAS DEFERRED FROM PREVIOUS QUARTER. IN ADDITION, MELBOURNE PUT ON A FILM SHOWING FOR VISIT U.S.A. NIGHT AT ADELAIDE FESTIVAL OF TRAVEL FILMS ON MAY 28, DRAWING LARGEST SINGLE TURNOUT, 875 PERSONS. MELBOURNE ALSO DURING QUARTER ORGANIZED VISIT U.S.A. SLIDE SHOW AT DONCASTER SHOPPING
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 CANBER 05620 170909Z

TOWN COMPLEX IN MELBOURNE SUBURBS, WITH SHOWING TAKING PLACE JULY 3-8. THIS LATTER INITIATIVE MAY LEAD TO OPPORTUNITY FOR U.S. COMPANY PROMOTIONS AT 9 WESTFIELD CORPORATION SHOPPING CENTERS THROUGHOUT AUSTRALIA.
IN ADDITION, SYDNEY HAS COORDINATED USTS FUNDING FOR A UNIQUE, AROUND-THE-ROOM SLIDE PRESENTATION IN PRESTIGIOUS WENTWORTH HOTEL DINING ROOM FOR SIX MONTH PERIOD. SLIDES FUNCTION AS

BACKGROUND FOR DINING, CHANGING ABOUT EVERY SIX MINUTES. BRIEF DIRECTORY AT EACH TABLE WILL ENABLE DINERS TO ASCERTAIN WHAT REGION IS BEING PORTRAYED IN EACH SET OF SLIDES.

B. CAMPAIGN 2 - COMPUTERS AND RELATED BUSINESS EQUIPMENT
THIS CAMPAIGN CONTINUES TO BE AMONG THE MOST ACTIVE. EXCEPT FOR ACTION 2, DEFERRED TO 4TH QUARTER, ALL ACTIONS FOR QUARTER WERE COMPLETED, WITH ACTION 1, PERSONAL CALLS, AGAIN BEING OVERSUBSCRIBED. UNDER ACTION 3, SHOWS AND PROMOTIONS, A MULTI-COMPANY BSP IS BEING READIED, AND A USICA VTR ON ELECTRONIC FUNDS TRANSFER HAS BEEN DUPLICATED FOR PROMOTIONS AT SEVERAL POSTS. FOR ACTION 5, PROMOTION OF U.S. TRADE SHOWS, A GROUP OF 17 AND 15-20 INDIVIDUALS WERE OBTAINED FOR NATIONAL COMPUTER CONFERENCE, AND 1500 HANDOUTS AT THE IMC BUSINESS EQUIPMENT SHOW PLUS A MAILING OF 200 WAS MADE IN SUPPORT OF NATIONAL OFFICE PRODUCTS ASSOCIATION. IN SUPPORT OF IMC SHOW EXTENSIVE BLUE RIBBON CALL EFFORT WAS MADE, IN AN UNSCHEDULED INITIATIVE, WITH 80 CALLS BEING MADE IN SYDNEY ALONE.

C. CAMPAIGN 3 - FOOD PROCESSING AND PACKAGING EQUIPMENT
ONE AGAIN, ALL ACTIONS WERE COMPLETED IN THIS CAMPAIGN. SPECIAL NOTE SHOULD BE TAKEN OF CAMPAIGN MANAGER'S INNOVATIVE APPROACH TO PERSONAL CALLS. CAMPAIGN MANAGER AND BRISBANE FSL ATTENDED INTERNATIONAL CATERING TRADE FAIR IN SYDNEY, AT WHICH THEY DISTRIBUTED KITS ON UPCOMING HOTEL, MOTEL, AND RESTAURANT EQUIPMENT TRADE MISSION, U.S. TRADE SHOWS, TOP
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 CANBER 05620 170909Z

PROGRAM, AND FTI (WITH MODIFIED PIR FORMS INCLUDED). AS AN ADDITIONAL, NON-SCHEDULED INITIATIVE CAMPAIGN MANAGER MAILED OUT 868 LETTERS CONTAINED PIR FORMS TO FOOD PROCESSING AND PACKAGING EQUIPMENT FIRMS, AND TO DATE HAS GOTTEN 133 ADDITIONS TO THE FTI.

D. CAMPAIGN 4 - CONSUMER GOODS
FOCUS OF THIS CAMPAIGN HAS SHIFTED AS CONSEQUENCE OF CHANGING OPPORTUNITIES AND PRIORITIES. MAJOR EFFORT HAS BEEN DEVOTED TO DISCUSSIONS WITH MEYER DEPARTMENT STORES REGARDING HAWAII PROMOTION, AND THIS HAS RESULTED IN MEYER DECISION TO HOLD A PROMOTION, AT NO COST EITHER TO USDOC OR STATE OF HAWAII, BETWEEN MID-JUNE AND MID-JULY 1979. THIS IS, IN EFFECT, A SUBSTITUTION FOR ACTION 5, PROMOTION OF COMMERCE-FUNDED IN-STORE PROMOTION. ACTIONS 2 AND 6 WERE COMPLETED, WHILE OTHER ACTIONS (3,4,7) WERE RATED AS LOWER PRIORITY AND WERE NOT COMPLETED.
CAMPAIGN MANAGER UNDERTOOK TWO MAJOR NON-SCHEDULED INITIATIVES WHICH, WHILE THEIR IMPACT IS NOT LIMITED TO CONSUMER GOODS CAMPAIGN, ARE OF CONSIDERABLE SIGNIFICANCE FOR CAMPAIGN 4 AS WELL AS OTHER CAMPAIGNS. MASS MAILING HAS BEEN UNDERTAKEN TO UPDATE CONGEN FILES ON LOCAL COMPANIES, IN COURSE OF WHICH

FIRMS HAVE BEEN REQUESTED TO UPDATE AGENT-INDEX INFORMATION. THIS INITIATIVE IS PRODUCING HUNDREDS OF NEW AGENT-INDEX CARDS. SECOND EFFORT HAS BEEN TO PUT NEW PRODUCT INFORMATION IN HANDS OF MULTIPLIER PUBLICATIONS. WITH ICA ASSISTANCE, A MAILING LIST OF APPROPRIATE PUBLICATIONS IS BEING MADE UP AND SUFFICIENT COPIES OF COMMERCIAL NEWS FOR THE FOREIGN SERVICE ARE BEING OBTAINED TO SUPPLY MULTIPLIER PUBLICATIONS. CONGEN AND EMBASSY BELIEVE THIS WILL PROVE EVEN MORE EFFECTIVE THAN COMMERCIAL NEWSLETTER IN TERMS OF NUMBER OF NEW PRODUCTS PUBLICIZED AND SIZE OF AUDIENCE REACHED.

E. CAMPAIGN 5 - PROCESS AND POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION
CAMPAIGN CONTINUED TO BE LARGELY INACTIVE, AS CAMPAIGN MANAGER
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 CANBER 05620 170909Z

DEVOTED CONSIDERABLE AMOUNTS OF TIME TO REPORTING REQUIREMENTS AND VAST ARRAY OF LIAISON ACTIVITIES WITH AUSTRALIAN GOVERNMENT COUNTERPARTS. PROMOTION OF TRADE SHOWS (ACTIONS 3 AND 4) CONTINUED UNDER MELBOURNE PROGRAM DESCRIBED IN EARLIER REPORTS, WITH RESPONSE FOR POLLUTION ENGINEERING EXPO AND CONGRESS BEING PARTICULARLY ENCOURAGING. THOUGH NEW GOVERNMENT INITIATIVES IN POLLUTION AREA HAVE BEEN SHARPLY CIRCUMSCRIBED BY STATE OF ECONOMY, CONGEN SYDNEY REPORTED DURING QUARTER ON NEW DEVELOPMENTS BY STATE GOVERNMENT IN NEW SOUTH WALES (ACTION 7).
ALSTON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978CANBER05620
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780293-0118
Format: TEL
From: CANBERRA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780754/aaaabtdk.tel
Line Count: 146
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: fef87f72-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 CANBERRA 2719
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1990691
Secure: OPEN
Status: NATIVE
Subject: THIRD QUARTER FY 78 CCP REPORT
TAGS: BEXP, AS
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/fef87f72-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014